INSTRUCTIONS
Submitting Materials Pertaining to Events and
Noteworthy Project Achievements

Introduction

BTOP recipients are encouraged to provide NTIA with photos, videos, press releases and other materials commemorating significant project achievements, such as the opening of public computer centers, launch of new training offerings, groundbreakings, etc. NTIA is gathering this information to facilitate the dissemination of best practices among BTOP awardees and to support recipient efforts to publicize the availability and impact of their projects in the communities they serve.

NTIA may use the materials provided by BTOP recipients to develop articles for the BTOP Update e-mail, create postings on recipients' award pages maintained on the NTIA website, post blogs articles on the NTIA website and support public affairs efforts.

Please note that, beyond the requirements associated with the completion of the Performance Progress Reports (PPR), there is no requirement that BTOP awardees will submit materials pertaining to events and noteworthy project achievements to NTIA. If, however, the awardee chooses to provide such information, NTIA encourages the awardee to take the following steps when submitting materials:

- Provide photos and video footage, if at all possible, in the requested formats;

- Provide the required release(s) to the NTIA along with the associated photos and video; and

- Provide an accompanying document that provides a description of any visuals that have been submitted and context about the significance of the event or project achievement.

Preferred File Formats for Photos, Video and Media Coverage

Narrative descriptions of events or project achievements become more compelling when they are accompanied by related photos, videos or media coverage. Recipients are invited to submit the following materials:

- Event photos – .jpeg, .gif, or .png formats are acceptable; please check with your program officer before sending any other format.

- Video – .flv, .mpeg, or .mov formats are acceptable; please check with your program officer before sending any other format. Videos should be captioned if possible, and should be edited with voiceover for best results. Video may include event coverage or a presentation used during the event, such as a report on the project.

- Media coverage – Hyperlinks to print or broadcast coverage are preferred.

Required Release Accompanying Photos, Videos and Other Submissions

NTIA can only post relevant photos and videos provided by a BTOP recipient on the NTIA website if the recipient has provided permission and also obtained any necessary written approval from persons depicted in the materials (or by a person authorized to provide such approval). Please note that it is not necessary to gain approval from adults to use their likeness if they appeared at a public event.

After obtaining the necessary approvals, the BTOP recipient should provide NTIA a brief letter accompanying any photos or video. This letter must be signed by an authorized organizational representative and addressed to Theresa Thomas.

Ms. Theresa Thomas
Herbert C. Hoover Building
U.S. Department of Commerce / NTIA
1401 Constitution Avenue, N.W., Room 4228
Washington, D.C. 20230

The letter must include a statement affirming that your organization has obtained written approval to use and/or disseminate photos, video images from the person(s) displayed in the media or from person(s) authorized to grant such approval. For materials involving persons under the age of 13, the letter must state that express written consent has been obtained from the parent(s) or legal guardian(s) for any materials submitted to NTIA.

This letter can be submitted via PAM as an "Additional Post-Award Documentation Report Package" (see Section 2.2 in the PAM User Guide).

Note About Use of Information about or Materials Including Children

NTIA is required to comply with the Children's Online Privacy Protection Act (COPPA) if information relating to children is submitted for use on the BTOP website. Materials submitted to NTIA that contain personally identifiable information about children under the age 13 will be posted only after the recipient confirms that they have obtained express written consent to display that information from the parent(s) or legal guardian(s). This includes information such as photos, names of schools, or addresses.

Document that Should Accompany Photos or Video Submissions

Any photos, video or media coverage that recipients share with NTIA should be accompanied by a document that includes a summary of the event or project achievement. To be most useful, the document should provide captions for any still photos and a transcript of any audio or video submission.

For submissions associated with events, the accompanying document might address one or more of the following questions:

- What types of activities were included in the event? Broadband demonstrations? Classes? Speeches by dignitaries?

- Who attended the event? The mayor, governor, congressional delegation, state legislators?

- How did the community participate in the event? Number of attendees?

When providing materials pertaining to a noteworthy project achievement, recipients should provide an accompanying document that includes an explanation of the significance of project milestones achieved. Recipients are encouraged to describe the impact of the achievement on the communities being served. Project achievements that might be considered "noteworthy" include:

- New activities launched (e.g., classes with topics addressed and number of participants)

- PCC achievements to include number of facility users and their purpose(s) for using the PCC

- New connections completed to anchor institutions and expected benefits to community

- Increases in broadband subscriptions with data on who is subscribing and the difference it will make in the community

- New miles of fiber deployed with description of areas served, e.g. rural underserved

- New partnerships with information on how the partnership will benefit the community, results expected

- Results of community outreach activities, e.g. how activity was implemented, stakeholders reached, community response